

Intent-Based Competitor Analysis Checklist

Identify and capitalize on commercial vs. informational keyword gaps.

Based on [Intent Based Competitor Analysis Commercial Vs Informational Keyword Gaps](#) by Casey's SEO

1. Understanding Keyword Intent

Differentiate between informational and commercial search queries.

- Identify informational keywords used by your audience (e.g., 'how to improve local search rankings').
- Identify commercial keywords used by your audience (e.g., 'hire digital marketing agency Colorado Springs').
- Recognize that informational keywords build authority, while commercial keywords drive revenue.
- Understand that users searching commercial terms are closer to making a purchase.
- Analyze how your competitors are targeting both informational and commercial keywords.

2. Mapping the Customer Journey

Visualize and understand the complete path a customer takes from awareness to purchase.

- Map out all stages of your target customer's journey.
- Identify the informational needs at the early stages of the journey.
- Identify the commercial needs at the later stages of the journey.
- Ensure your content strategy addresses every stage of the customer journey.
- Create clear pathways between informational and commercial content pieces.

3. Analyzing Competitor Content

Evaluate your competitors' content strategies and identify gaps.

- Identify your true competitors, including those effectively capturing your target customers.
- Analyze competitor content strategies and highest-performing pages.
- Assess the depth and quality of competitor content for specific topics.
- Examine competitor content for user engagement signals (e.g., time on page, bounce rate).
- Identify opportunities where your content can be more in-depth or valuable than competitors'.

4. Identifying Keyword Gaps

Pinpoint areas where competitors are succeeding and where opportunities exist.

- Classify competitor keywords by intent and buying stage.
- Identify keywords competitors are targeting that you are missing.
- Identify keywords competitors are missing that you can target.
- Analyze competitor content depth and identify opportunities for improvement.
- Look for missed local commercial intent variations (e.g., 'digital marketing agency Colorado Springs').

5. Prioritizing Opportunities

Focus on the keyword gaps that offer the most business value.

- Prioritize keyword gaps based on search volume.
- Prioritize keyword gaps based on competition level.
- Prioritize keyword gaps based on commercial value.
- Align keyword opportunities with your specific business goals.
- Focus on opportunities that offer the highest possible return on content investment.

6. Optimizing for User Experience

Ensure your content effectively meets user needs at every stage.

- Optimize commercial pages for clear value propositions and conversion elements.
- Optimize informational pages for in-depth, well-organized content.
- Design content funnels that guide users from informational to commercial pages.
- Implement strategic calls-to-action within informational content.
- Test different page layouts and conversion elements for different content types.

7. Monitoring and Adaptation

Stay ahead of the competition by continuously monitoring and adapting.

- Monitor real-time intent signals and market shifts.
- Track competitor content publication schedules and new page creation.
- Monitor changes in competitor keyword targeting.
- Utilize AI-powered tools for continuous competitive analysis.
- Respond quickly to emerging market opportunities and competitor moves.

8. Measuring Success

Track key performance indicators to gauge the effectiveness of your strategy.

- Monitor organic traffic growth for qualified leads.
- Track commercial keyword rankings on the first page.
- Measure improvements in lead quality and conversion rates.
- Assess market share gains for competitor-dominated keywords.
- Analyze content performance metrics (time on page, pages per session).
- Ensure compliance with data privacy regulations (GDPR, CCPA).
- Verify compliance with FTC guidelines for commercial content.

Resources & Further Reading

Use these pages while working through the checklist:

■ Colorado Springs SEO Blog

<https://caseysseo.com/seo-blog>

■ Colorado Springs Local SEO Company

<https://caseysseo.com/colorado-springs-local-seo/>

■ AI SEO Tools Comparison: 2025 Software Rankings – Casey's SEO

<https://caseysseo.com/ai-seo-tools-comparison-2025-software-rankings/>

■ Colorado Springs Competitor Benchmarking: How to Analyze Your Local SEO Competition – Casey's SEO

<https://caseysseo.com/colorado-springs-competitor-benchmarking/>

■ Google Maps Optimization Colorado Springs

<https://caseysseo.com/colorado-springs-google-maps-optimization/>

■ Find Your Local Results

<https://caseysseo.com/>

■ Finding Your Competitors' Content Blind Spots: Advanced Semrush Gap Analysis, Made Easy – Casey's SEO

<https://caseysseo.com/advanced-semrush-techniques-for-competitor-content-gap-analysis/>

■ About Casey's SEO

<https://caseysseo.com/about/>

Casey's SEO | 8110 Portsmouth Ct, Colorado Springs, CO 80920

719-639-8238 | caseysseo.com

Target the right keywords at the right stage to capture ready-to-buy customers.